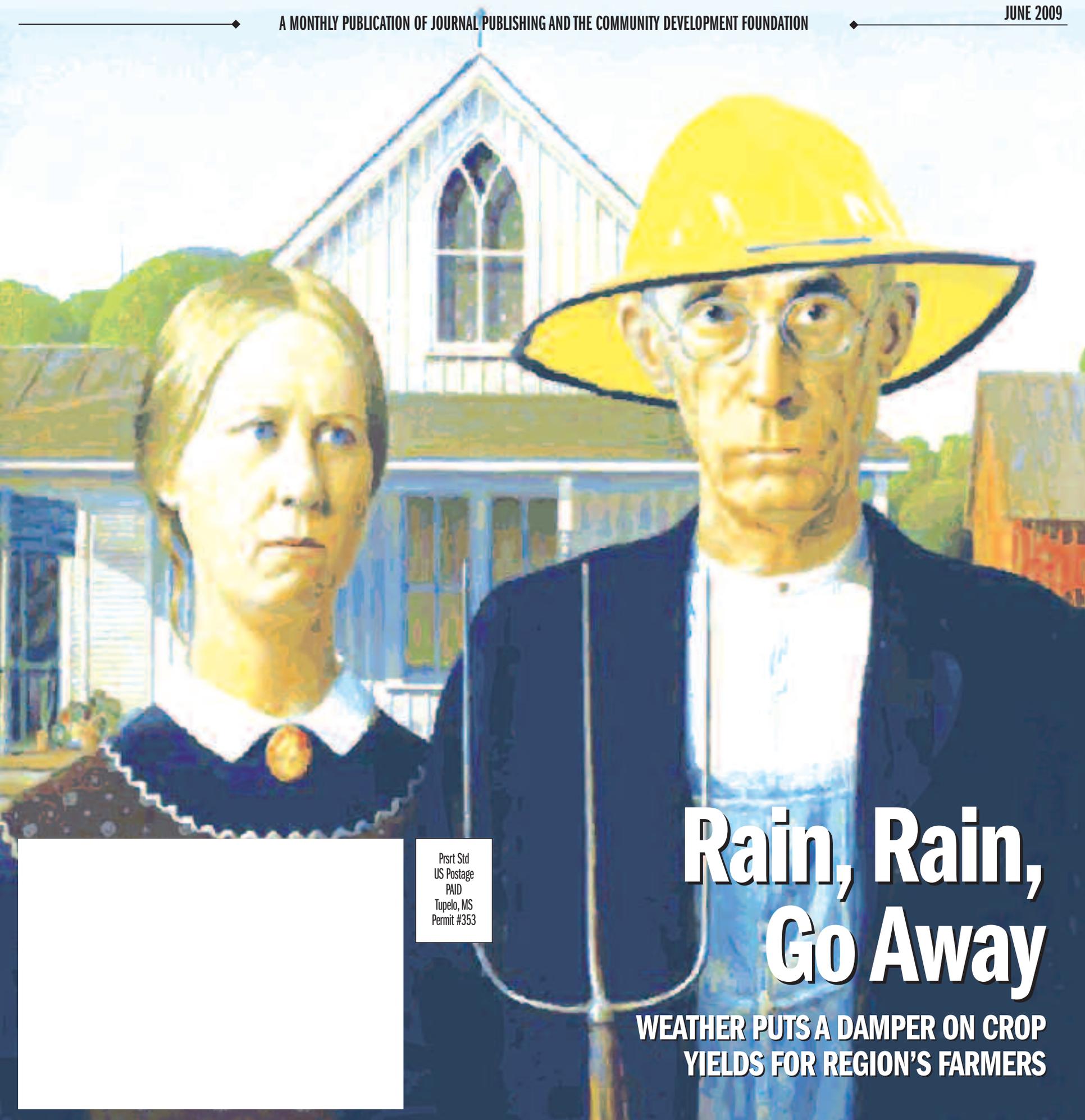


THE NORTHEAST MISSISSIPPI

# Business Journal

A MONTHLY PUBLICATION OF JOURNAL PUBLISHING AND THE COMMUNITY DEVELOPMENT FOUNDATION

JUNE 2009



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# Farmers anxiously await the sun

## Wet weather continues to slow down progress in the fields.

By **Carlie Kollath**  
BUSINESS JOURNAL

TUPELO – Lately, farmers say they are seeing too much of a good thing – rain.

Fieldwork came to standstill in May as many fields across the state were soaked.

It's a new situation for a state that last year was more than 50 percent abnormally dry or in a drought, according to the U.S. Drought Monitor. Two years ago, the entire state was in a drought, with most of Northeast Mississippi in a D2 severe drought or a D3 extreme drought.

These days, there's too much water, even though there were a few days of reprieve in May.

As much as 10 inches of rain have fallen in parts of Northeast Mississippi since

April. Other parts of the state are in the same boat.

"Wet, Wet, Wet," said Richard Hay, the Amite County director for the Mississippi State University Extension Service in a recent USDA report. "All harvest and planting operations have been suspended until we get through this wet spell."

In the last May crop and weather report from the USDA and the state agriculture department, Mike Howell, a Lee County-based agent with the Extension Service, said that "rain returned and producers stayed out of the field ... To date, producers have had very few windows of opportunity to spray for weeds or harvest cool season hay."

The same report said 67 percent of the state's soil had a surplus moisture level,

and 32 percent was adequate. Yet, there was a note of hope from the USDA.

"Despite a growing frustration with the amount of precipitation, many farmers remain hopeful for dry weather and the chance to salvage their fields," the report said.

Already, the rain has delayed planting schedules and in some cases changed planting intentions.

According to the U.S. Department of Agriculture's 2009 Prospective Plantings report released March 31, Mississippi farmers expect to plant 2.1 million acres of soybeans, up 5 percent from last year. The growth is one of the largest in the country, according to the Prospective Plantings report.

Nationally, soybean producers intend to plant 76 million acres, up slightly from last year. If that much is planted, the USDA said it will be the largest soybean acreage on record.

But Trey Koger, a soybean specialist with the Extension Service, in a May 15

report from MSU said soybeans are behind schedule because of the rain. About 65 percent of the soybean crop was planted by early May, but Koger estimated that 15 percent was lost to flooding and will have to be replanted.

Farmers also are seeing impacts on their corn crop.

Kenneth Oswald of Plantersville said some of his corn fields looked healthy, while others were bare ground in the middle of May. He's expecting several acres of corn to not come up at all because of the wet weather.

"And the corn that is up is going to yield 30 to 40 percent less than it normally would," Oswald said. "And it's too late to replant."

The timelines are off because many Northeast Mississippi farmers had to delay their corn plantings as late as possible because of the rain. Charlie Stokes, the area agronomy agent with the Extension Service, said the bulk of the corn

Turn to **WET** on **Page 6**

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# Soybean rust not in state, but is nearby

By Bonnie Coblentz

MISSISSIPPI STATE UNIVERSITY

Soybean rust is active on kudzu in Alabama and Louisiana, but the disease has not made it to Mississippi, although rains are creating ideal conditions for its development.

Tom Allen, a plant pathologist with the Mississippi State University Extension Service and the Mississippi Agricultural and Forestry Experiment Station, helps monitor for this disease.

"Rust is active in Louisiana and present but not spreading in Alabama and Florida, but there are no active threats to the state right now," Allen said. "Conditions are right for the disease to develop in the state, but so far we have

no indication of its presence."

Malcolm Broome is a sentinel plot manager and scout with MSU's Department of Entomology and Plant Pathology. He is one of three scouts who check systematically for signs of the disease each week in the state's remaining 21 sentinel plots, key kudzu patches and commercial soybean fields. This scouting information allows producers to make informed management decisions if rust threatens their crop.

"We got our sentinel plots planted March 1-2. That's early for soybeans, but we want them to be at least 30 days ahead of the producers' beans," Broome said. "The plots essentially are located in counties around the border

of Mississippi."

Broome said the plots are planted with early and late maturity group IVs, a group V and a group VII.

"Both plantings of the group IV beans were blooming last week. The beans become more susceptible to rust after the bloom stage," Broome said. "From here on, the beans in the sentinel plots will be in the optimum growth stages for rust infection, so they will show us if the disease has made its way to Mississippi."

Broome said rust can be detected in a field about two weeks after exposure. Because of the spores' presence in neighboring states, Broome and the other scouts are continuing to monitor

the situation and scout Mississippi carefully. Hot, dry weather limits the development of the fungus and spread of the disease, but moisture and cool temperatures promote it.

"We've placed our sentinel plots where rust made early appearances last year and in places that provide ideal conditions for rust," Broome said.

"We're trying to detect rust before it gets to producer fields."

Producers provide the land for the sentinel plots, but scouting and monitoring efforts are expensive.

"The Mississippi Soybean Promotion Board funded us quite generously and made up for the funding shortfall this year," Allen said.

## Wet

Continued from Page 3

crop usually is planted in April. But at the end of April, he said not a lot of corn had been planted north of Tupelo because of the rain.

Right now, corn is expected to be the second-largest row crop in the state, with farmers planting 630,000 acres, down 12 percent from last year.

Nationally, 85 million acres are slated for corn, which would make this year's planted area the third-largest acreage since 1949. The totals from 2007 and

2008 hold the top two spots.

Corn gained popularity recently after the government mandated renewable fuel standards. Corn is used in ethanol production, and economists expect a future increase in the demand for corn because of production needs.

For the corn that is planted,

the rain has kept farmers from applying herbicides and pesticides with field equipment.

Larry Oldham, a soils specialist with the Extension Service, in a May 15 report from MSU said farmers can't go into wet fields too soon with heavy equipment because they risk compacting the soil.

"Soil that is compacted restricts root growth, reducing the plant's ability to use nutrients and water efficiently, and limiting its yield potential," Oldham said.

Erick Larson, an Extension Service grain crops specialist, added in the report from MSU that corn will soon be too tall to use conventional field equip-

ment. Farmers will be restricted to applying herbicides by air or to using specialized equipment, he said.

Once Mississippi's mainstay crop, cotton continues to fall in popularity. Only 300,000 acres will be planted this year, down 18 percent.

It's one of the largest decreases in the country and the lowest acreage on record for the state.

Stokes cited the price, saying there's "still not a lot of incentive" for farmers to plant cotton.

The rain hasn't helped with the acreage, either. Darrin Dodds, a cotton specialist with the Extension Service, said in an MSU report that only about half of the state's cotton had been planted as of mid-May. Dodds said he didn't know of any cotton that was planted in the first two weeks of May.

"The rain pretty much stopped all planting activities, and because of the large amounts of rain we had in places, we'll probably have some replants," Dodds said in the report.

He added that cotton acreage might go to soybeans if the rain continues.

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## Dairy

Continued from Page 5

cessing division and sells milk through 2,400 supermarkets.

At the heart of the problem is the nature of milk. Unlike grain farmers who can hold out for better prices by storing crops in a silo, dairymen must sell raw milk to processors or else it spoils. And cows keep producing whether the economy's expanding or in recession.

The price paid by processors to farmers is set by the U.S. Department of Agriculture based on commodity markets, which rise and fall with global demand. Some of the raw milk is processed into milk for stores as well as butter, yogurt and other products for U.S. consumption. The rest becomes powdered milk, cheese and whey for international and domestic markets.

U.S. milk exports soared last year and demand grew in countries like China while supplies dropped from Europe and Australia. U.S. dairy

exports jumped to \$3.82 billion, or 11 percent of all global milk production in 2008 according to the U.S. Dairy Export Council.

Wholesale prices jumped. Dairies responded to the demand by increasing production.

But once the global recession accelerated last fall, demand, particularly exports, fell off a cliff.

U.S. farmers were suddenly faced with too much milk and too many cows. Wholesale prices crashed. Farmers found themselves spending more to maintain their herds than they were being paid for raw milk.

"It's an inequity that cries out for attention, consideration and action," said Sen. Robert Casey, a Democrat from the dairy stronghold of Pennsylvania. Casey projects that 25 percent of his state's 7,400 dairy farms could disappear because of the crisis.

Casey said most lawmakers are focused on short-term solutions – loans or subsidies – to help farmers bridge the period of depressed prices. But he said Congress should also

explore why processors and retailers are keeping their prices high while wholesale prices collapse.

Farmers also are lobbying for a bill that would change the USDA pricing system for milk so that wholesale prices reflect what they pay for feed, fuel and other supplies.

If that happens, milk would be the only commodity of its kind to have a government-set price determined in part by the cost of production, said Scott Brown, dairy analyst at The University of Missouri's Food and Agricultural Policy Research Institute.

"Anytime you put in place a policy that raises farm-level prices, those are going to get passed along to the consumer," he said.

U.S. Secretary of Agriculture Tom Vilsack also said he is not eager to remake the USDA milk pricing program. Instead, he wants to see if a range of recent actions might buoy wholesale prices. USDA recently donated 500,000 pounds of excess powdered milk to needy countries to reduce U.S. supplies, and a new

program will pay farmers to slaughter more than 100,000 dairy cows.

Some farmers say faster action is needed. They're dumping their milk on the ground to draw attention to the crisis.

Jan Morrow, a farmer in Cornell, Wis., dumped milk on May 4 to protest the lowest wholesale prices she's seen in 25 years of farming. If prices don't rise, she says she may have to sell her cows.

Eddy Lekkerkerk, a 42-year-old dairy farmer outside Filer, Idaho, planned to participate in another milk dump on May 31. But he fears he may not be in business that long. For five months, he hasn't made payments on the roughly \$800,000 he borrows annually to buy feed for his herd of 1,000 cattle. He said his bank is forcing him to sell his herd to pay his debt.

He predicted many of his neighbors will have no choice but to follow him off the farm.

"It's going to be ugly. This is historic stuff going on," he said. "The dairymen are nervous, and they are scared."

## ON THE COVER

**American Gothic** is a painting by Grant Wood from 1930. Its inspiration came from a cottage designed in the Gothic Revival style with a distinctive upper window and a decision to paint the house along with "the kind of people I fancied should live in that house." The painting shows a farmer standing beside his daughter, figures modeled by the artist's dentist and sister. The woman is dressed in a colonial print apron mimicking 19th century Americana and the couple are in the traditional roles of men and women, the man's pitchfork symbolizing hard labor.



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# Chamber Connection

A publication of Journal Publishing and the CDF Chamber Division – June 5, 2009



## 2009-2010 CDF Ambassador's Club

Forty-eight new faces, representing 42 different CDF-member businesses will represent the Community Development Foundation as members of the 2009-2010 CDF Ambassador's Club. The new class of Ambassadors enjoyed an orientation luncheon on May 28 in the CDF boardroom, with lunch generously donated by Old Venice Pizza Company.

As goodwill emissaries of CDF, members of this prestigious group will attend ribbon cuttings, ground-breakings, and any other events in support of CDF and its myriad programs. The goal of the CDF Ambassador's Club is to promote the interests of business and the Community Development Foundation, by initi-

ating contact with members and non-members at CDF events, business site visits, and other community events. This year's club represents such business sectors as healthcare, banking, real estate, non-profits, hotel & hospitality management, industry, restaurants, communications, and many, many more.

"The CDF Ambassadors not only help us communicate with our over 1,460 members, but they help us understand the needs of our membership, and that enables us to provide them with the programs and support which they need as active members of our business community," said Barbara Smith, vice president of chamber services for the Community Development Founda-

tion. "We look forward to working with this outstanding group of volunteers throughout the year."

Ambassadors receive points for each CDF event that they attend or volunteer to work. An Ambassador of the Quarter is awarded each quarter, with an Ambassador of the Year recognized at the CDF Annual Meeting each spring.

For more information about the CDF Ambassadors Club or to place your name on a waiting list for the 2010-2011 Ambassador's Club, please contact Jennie Bradford Curlee at 662.842.4521 or [jcurlee@cdfms.org](mailto:jcurlee@cdfms.org). To learn more about the 2009-2010 Ambassador's Club, please visit the Ambassador page at [www.cdfms.org](http://www.cdfms.org).

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# Chamber focus

Dear Friends:

The CDF Ambassadors for 2009-2010 have been announced and are ready for service. The orientation was held last month, and their photo and employer listing are included in this issue. CDF Ambassadors are members from all professions and backgrounds who volunteer to provide a crucial link between CDF and its members. They attend ribbon cuttings, groundbreakings, First Friday programs, and any other functions in support of our program of work. It is really a win-win situation. They not only help CDF connect with its membership, but also represent their employer and develop new business contacts.

Nominations are now being received for a new class for the Jim Ingram Community Leadership Institute (CLI). Nominees should possess leadership qualities, as demonstrated by past and current activities, possess a degree of motivation toward service in the community, and be representative of distinct elements of the



SMITH

community, i.e., geographic area, religious groups, small business, industry, etc. One hundred and fifty six have graduated from CLI to date. If you would like to nominate someone, please call the CDF office.

The First Friday networking programs will reconvene on Friday, September 11. If you are interested in sponsoring one of the programs, please call the CDF office at 662.842.4521.

We continue to stay busy with increased activity in the office and requests for information. Our area is being recognized as a happening place. Thank you to our members. Your investment is making great things happen.

Vice President of Chamber Services

## Community Development Foundation's Board of Directors for 2009-2010

CDF is governed by a 60-member Board of Directors. The Executive Committee is composed of the CDF Officers and eleven additional members of the Board. CDF's goals and objectives are accomplished through the efforts of members appointed to committees operating under one of CDF's three divisions: Chamber Division, Economic Development Division, and Planning and Property Management Division.

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TUPELO, MS 38804  
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# Swirlz: Because Cute Invitations are a Reason to Throw a Party



Pictured are Kim Root, Shelly Daniel, and Kameron Daniel at Swirlz in downtown Tupelo.

Swirlz, in downtown Tupelo, is the brainchild of two young mothers who understand the need for cute, fashionable invitations and gifts, with quick turnaround. More specifically, co-owners Kim Root and Shelly Daniel have, more than once, waited until the last minute to pick out that child's birthday party invitation or baby shower gift and have had to pay the price. Their customers are lucky for it.

Swirlz carries a multitude of invitations to suit the needs of any party host. In fact, their motto is "because cute invitations are a reason to throw a party." Root and Daniel strive to carry the latest styles and most up-to-date fashions in invitations and they do not keep the same ones season-to-season so as to keep fresh ones circulating. They print all of their invitations in-house, drastically reducing turnaround time, so their customers are not punished for waiting until the last minute to pick out invitations.

Not just a stop for your invitation needs, Swirlz carries an array of gift items for

young and old. From Jane Marvel bags and Seda France candles to Noteworthy Occasions collegiate stamps, Swirlz has a gift for every occasion. They try to keep their gifts at an affordable price point, so their customers can choose from fun, trendy gifts at a reasonable price. Root and Daniel also carry several different lines of products made locally. Shoppers can find such items as Fruition Jewelry by Kim Gambrell, recycled barn wood art from Courtney Yancy, and Bettlebug frames by Brian Bailey.

Swirlz is a one-stop-shop for brides headed down the aisle. From invitations, place cards, and thank you notes, to napkins, wedding favors, and bridal party gifts, Root and Daniel can help any bride-to-be plan the perfect wedding. Swirlz also offers customized monogramming, personalized note cards, and gift wrapping.

Located in the heart of downtown Tupelo, Root and Daniel chose their location because they wanted to be a part of the revitalization of this area.

"We want to see Downtown

thrive and want to be a part of the future," said Root. "We didn't want to be anywhere else but downtown Tupelo."

"Our building has such character," said Daniel. "We found actual horse hair in the original brick walls from 1910. The building has its original ceiling, floor, and brick walls. The building had such great potential and we really want to get people back downtown."

Both originally in health-care, Root and Daniel, dubbed the "Swirlz Girlz," have found their niche in the invitation and gift business. An answered prayer, the store is a labor of love for both young mothers who truly love to come to work every single day.

"It is so nice to come to work every day and not feel like you are at work," said Root.

"The store operates because of both of us," said Daniel. "We complement each other very well."

Swirlz is located at 209 Court Street in downtown Tupelo and can be reached at 662.791.7822. Look for their page on Facebook coming soon.

## LEE COUNTY JUSTICE COURT



To celebrate the 20th anniversary of United States drug courts and the grand opening of the Lee County Justice Court Drug Court a ribbon cutting was held. Pictured on the front row at the event are: Emily Addison, CDF; Sheriff Jim Johnson; Robert Davis, Plantersville; Supervisor Tommy Lee Ivy; Mayor Ed Neely; Judge Rickey Thompson, Lee County Justice Court Drug Court; Shirley Moon, Lee County Justice Court Drug Court; Amanda Wilson, Region III; Dody Vail, NCADD; Pictured on the back row are: Bart Aguirre, Tupelo Police Department; Waurene Heflin, Crye-Leike Realtors; Bea Luckett, J. Guyton Group Realtors; Tina Powell, BancorpSouth; Les Perry, North Mississippi Medical Center; Blanca Johnson, Lee County Justice Court Drug Court; Anthony Macklin; Toby Hedges, Shelter Insurance; Joe Jojola, Guntown Police Department; Carolyn Moss, Comfort Inn; J.B. Long, Verona Police Department; Harold Chaffin, Tupelo Police Department; Tony Carlton, Lee County Jail; Lynn Martin, Lee County Jail; Walter Donald, Region III; and C.L. Hoyle, Acme Bonding. The Lee County Justice Court Drug Court is located at 331 North Broadway Street in Tupelo and can be reached at 662.407.2409.

## TUPELO CVB



A ribbon cutting was held to celebrate the grand opening of the Tupelo Convention & Visitors Bureau. Pictured on the front row are: Stewart Brevard, CDF; Emily Addison, CDF; Kara Penny, Tupelo CVB; Valerie Bradley, Tupelo CVB; Pat Rasberry, Tupelo CVB; Chauncey Godwin, Heavenly Ham; Robin Walton, Yummy Yogurt; Linda Johnson, Tupelo CVB; Mayor Ed Neely; Jeff Snyder, David Hocker & Associates; Alan Burns, Holiday Inn Express; Wesley Wells, Greater Tupelo Magazine; Bruce Patel, Comfort Suites; Councilman Mike Bryan; Sharon McKissick, Tupelo CVB; Councilwoman Doyce Deas; Linda Eliff, Tupelo CVB; Tina Powell, BancorpSouth; Mary Meghan Mabus, Mabus Photography; Neal McCoy, Tupelo CVB. Pictured on the back row are: Michael Addison, Go Box/Southern Home Solutions; Paul Mize, BancorpSouth; Debbie Brangenberg, Downtown Tupelo Main Street Association; Megan McCarty, Downtown Tupelo Main Street Association; Tim Burton, Burton Builders; Greta Burton, Burton Builders; Carolyn Moss, Comfort Inn; Richard Carleton, Mall at Barnes Crossing; Jane Myers, Wiggles & Wags Pet Sitting; Carey Snyder, Snyder & Company; Craig Helmuth, Downtown Tupelo Main Street Association; Charlie Watson, Pryor & Morrow Architects; Rud Robison, Pryor & Morrow Architects; Donna Oswalt, Downtown Tupelo Main Street Association; Buddy Long, Coca-Cola of Tupelo; Councilman Smith Heavner; Juan Carlos Barcia, Stephanie Rhea Photography; Stephanie Rhea Barcia, Stephanie Rhea Photography; Les Perry, North Mississippi Medical Center; and Josh Mabus, Mabus Agency. The Tupelo Convention & Visitors Bureau is located at 399 East Main Street and can be reached at 662.841.6521.

### Scenes from the 2009 CDF Annual Meeting

# *“Celebrating 60 Years of Service and Success”*



Members of the Jim Ingram Community Leadership Class of 2009 graduated and received recognition at the Annual Meeting. Pictured is the Class of 2009.



Pictured are Mitch Waycaster, 2008-2009 CDF Chairman, and Chris Rogers, 2009-2010 CDF Chairman. In this picture, Rogers presents a plaque to Waycaster for his outstanding year of service to CDF.



Bob and Nikki Kenney entertained guests at the Annual Meeting during a magic show.



Juana Ellis, Ellis Studio of Voice, provided the patriotic music to open the program.



Carolyn Moss, manager of the Comfort Inn in Tupelo, was named 2008-2009 CDF Ambassador of the Year. Carolyn is pictured accepting her award from David Rumbarger, CDF President and CEO.



Over 800 CDF members attended the annual dinner meeting held at the end of CDF's year.



Music during the Annual Meeting was provided by Wick Sparks Big Band, with vocals by Renee Baldwin.



Past Chairmen of the Community Development Foundation were recognized as part of the Annual Meeting program.

# Mississippi Scholars Graduates Recognized in Lee County

Mississippi Scholars graduates from Mooreville High School, Saltillo High School, and Shannon High School were recognized at awards ceremonies, throughout the month of May, for graduating with honors through participation in the Mississippi Scholars program. For the fourth year in a row, Lee County schools participated in the program, which is designed to motivate students to enroll in rigorous high school courses that will prepare them for college and careers.

"This program continues to be a great success in our area because it shows students the importance of graduating from high school and gives them an understanding of how their education is directly linked to economic success in the future," said Todd Beadles, director of workforce development for the Community Development Foundation.

Each Mississippi Scholars graduate was awarded a tassel of distinction and certificate of recognition for their accomplishment. As an added bonus this year gift cards were presented to each graduate as a special token of appreciation for a job well done.

The course of study for Mississippi Scholars includes four credits of English/Language Arts, four credits of Mathematics, four credits of Science, four credits of Social Studies, an art credit, and two credits of a Foreign Language. Additional expectations of Mississippi Scholars graduates include community service, 95% school attendance, a letter of recommendation from a principal or guidance counselor, and a 2.5 cumulative high school grade point average.

For more information on the Mississippi Scholars program, please contact Todd Beadles in the CDF office at 662.842.4521.



SALTILLO HIGH SCHOOL



SHANNON HIGH SCHOOL



MOOREVILLE HIGH SCHOOL

## Salttillo High School

Chasity Bailey  
Ruth Brown  
Carrie Burch  
Evan Carswell  
Keymo Coleman  
Shelby Craig  
Matt Crysup  
Garrett Doorenbos  
Taylor Ethridge  
Josh Harden  
Malcolm Hilbert  
Leah Hunter  
Vanessa Mathis  
Arlana McKinney  
Shelbi McMillan  
Lindsey Miller  
Jacob Moore  
Abby Nichols  
Laura Owen  
Katie Parker  
Jesse Penney  
Chelsea Plunk  
Emily Poppelreiter  
Devin Rose  
Chelsi Smith  
Blaine Watson

## Shannon High School

Brittany Baggett  
Zackery Bean  
Lyteshia Boyd  
Zachary Caldwell  
Randy Collier  
Veronica Edwards  
Chelsey Freeman  
Laura Ginn

Shana Green  
Christopher Mallory  
Kirstie Manning  
Jimmy McPherson  
Caressa Pulliam  
Kendall Rogers  
Zachary Scott  
Justin Watts

## Mooreville High School

John Michael Biddle  
Daniel Shane Clark  
Dalton Cole Cochran  
Kristen Lianne Coward  
Melody Nicole Criddle  
Roseanne Michelle Dillard  
Alesha Jo Estes  
Jessica Nicole Fancher  
Michael Clinton Gannon  
Andrew Albert Hanskiewicz  
Brittany Marie Harris  
Shelby Nicole Howell  
Matthew West Kelly  
Ben Edward Kingsley  
Courtney Renea Kyle  
Devin Michael Larson  
Brandon Paul Lee  
Laura Paige Mitchell  
Katelyn Taylor Moore  
Heather Renee Morrison  
Aaron Lee Pierce  
Olivia Jane Ramey  
Joshua Wayne Rayburn  
Amanda Nicole Robinson  
John Trey Stanford  
Melanie Ann Stanford  
Rachel Magan Wilburn  
Bradley Austin White

## Hair It Is! Offers Exceptional Service

Like Carrie Bradshaw, Charlotte York, Miranda Hobbes, and Samantha Jones, the ladies of Hair It Is! in Tupelo exude fabulousness in every sense of the word. A full-service salon, Andrea Horgan, Michelle Hereford, Janie Pate, and Magen Snyder offer every woman who graces their doorstep a chance to look and feel fabulous.

Owned by Andrea Horgan, Hair It Is! offers an array of services to meet every client's needs. From creative coloring and permanents, to relaxers and body waves, the ladies of Hair It Is! can offer something for everyone. Horgan specializes in the Sahag dry cutting technique. Created by John Sahag in New York City, the haircut is an innovative, dry cutting technique that follows the growth of the hair with "internal layers" so that the hair falls in a natural way. Sahag is the artist behind such famous hair as

Jennifer Aniston, Gwyneth Paltrow, and Sandra Bullock. Horgan has attended three hands-on Sahag Dry Cutting classes and loves the creativeness of those cuts.

"My prayer for Hair It Is!, is for everyone to feel at home as soon as they walk in the door, and to feel like they left looking and feeling great about themselves," said Horgan.

Michelle B. Hereford has loved the idea of being a hairstylist since she was a child. At the age of 11, she was doing press n' curls, sets with pink sponge rollers, haircuts galore, and coloring her aunt's hair. Now, as a professional hairstylist, Hereford offers her stellar services to clients of all ages, races, and genders. A graduate of Vaughn's Beauty College in Aberdeen, MS, Hereford lives by the motto: be the best at whatever you do.

"My main goals for a successful business have always been God first, professionalism, time management, and respect for my clients," said Hereford. "I am blessed to have such a thriving business."

Janie Pate specializes in color treatments, straighteners, permanents, as well as manicures and pedicures. A stylist at heart, Pate enjoys every aspect of the hair process from cutting and styling to creating a customized color treatment for each individual client.

"I always did everyone's hair for pageants, cheerleading, and more," said Pate. "I have a passion for hair and after going to college knew this was where I wanted to be."

Last but definitely not least, Magen Snyder is the fourth member of the Hair It Is! team. Snyder also offers hair styling services including color treatments,

highlights, lowlights, and cut and style for a myriad of different special occasions. She also offers waxes, manicures, and pedicures. The newest service at Hair It Is!, Snyder and Pate now offer airbrush tanning. It takes approximately 15 to 20 minutes to apply and lasts five to seven days after the initial application.

"Airbrush tanning is great for special events like Prom, vacations, or even if you have a special dress to wear and want to look exceptional," said Snyder. "Because we will actually spray the tanning solution by hand, versus being sprayed in a booth, clients will receive a beautiful golden tan that is neither orange nor splotchy."

The ladies of Hair It Is! not only offer exceptional customer service, but take great pride in what they do, to ensure that each client receives the attention that they need and deserve when utilizing their services. Because Horgan, Hereford, Pate, and Snyder are each passionate about what they do, the fabulous four at Hair It Is! truly offer something for everyone.



Pictured on the front row are Janie Pate and Magen Snyder. Pictured on the back row are Michelle Hereford and Andrea Horgan.

## Renasant Center for IDEAs Business Client Profile

### Snyder and Company

Carey Snyder, Owner

#### What services does Snyder and Company offer?

Snyder & Company offers three services to clients. These include contract selling, marketing, and networking. Selling – We target businesses who are looking to increase their sales but don't want to hire an in-house sales executive. Marketing – Snyder & Company targets businesses looking for an effective marketing partner organization. They are businesses who do not have an in-house marketing director. Networking Services – We help business owners network and advise them on ways they can present their company by networking.

#### How did you first notice the need for the services Snyder and Co. offers in Northeast Mississippi?

The demand for our agency is high. Even though competitors don't offer everything we do under one roof, they do offer some of the services. Since we offer all services in a bundle, they get one agency. The majority of business owners work in their business, not on their business. Snyder & Company helps business owners focus on their business. We already have clients and are listening to their needs as we develop our services. Our services will continue to evolve just as business



does in general. We will work in the office or in the field each day.

#### Congratulations on your new office in the Renasant Center for IDEAs! How can business owners contact you?

Snyder and Company  
Carey Snyder, Owner  
Phone: 662.269.0000  
carey@careysnyder.com  
398 E Main St., Ste. 134  
Tupelo, Mississippi 38804  
www.careysnyder.com

## CDF Offers R.E.A.L. L.O.V.E.

The Community Development Foundation is sponsoring a pilot summer literacy program for children ages eight to twelve or grades three through six. The program, Reclaiming Education to Advance Literacy, Literacy Offers Value to Everyone (R.E.A.L. L.O.V.E.), will be held at A.M. Strange Library at 579 North Green Street in Tupelo. It will begin June 2 and will continue each Tuesday in June and July, from 9:00 a.m. to 12:00 noon. The objective of this free program is to promote the development of effective reading and comprehension skills along with good oral and written communication skills.

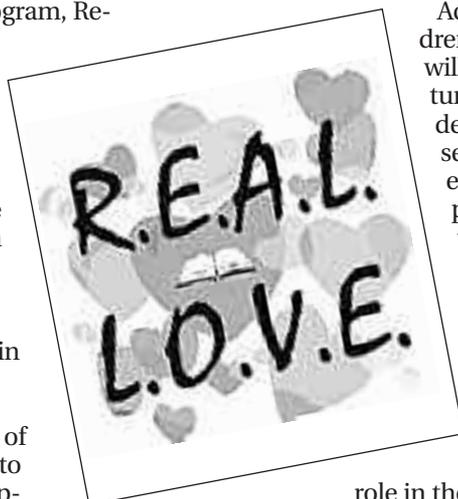
“Reading is the foundation to all learning and we want to give these kids a solid foundation upon which to

build their lives,” said Orlando Pannell, director of community development for the Community Development Foundation.

Activities that children will participate in will include structured lesson plans designed around a selected book for each grade, book reports and presentations, story boards, and creative writing. Guest speakers from the community will make appearances to share how reading has played an important

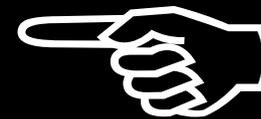
role in their chosen fields and contributed to their overall success in life.

For more information on R.E.A.L. L.O.V.E, please contact Orlando Pannell at 662.842.4521 or [opannell@cdfms.org](mailto:opannell@cdfms.org), or Patricia Neely-Dorsey at 901.848.6800.



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For more information please visit the TYP website at  
[www.typs.biz](http://www.typs.biz)  
or contact the CDF Office at 662.842.4521



**JIM INGRAM  
COMMUNITY  
LEADERSHIP  
INSTITUTE**

TUPELO / LEE COUNTY, MISSISSIPPI

**THE JIM INGRAM COMMUNITY  
LEADERSHIP INSTITUTE**

is presently accepting nominations for the new class. Participation in the Jim Ingram Community Leadership Institute is open to persons at least 21 years of age, living, working, or committed to the growth of the Tupelo/Lee County area.

Please contact the CDF office at 662-842-4521  
for further information.

## SWIRLZ



A ribbon cutting was held at Swirlz in downtown Tupelo. Pictured at the event are: Jennie Bradford Curlee, CDF; Beverly Bedford, City of Saltillo; Angela Glissen, CDF; Chris Root, JBHM; Jackson Root; Carolyn Moss, Comfort Inn; Kameron Daniel; Becky Michael; Kim Root, Swirlz; Stephens Daniel, DWC & Associates; Sandra Weeks; Shelly Daniel, Swirlz; Bea Luckett, J. Guyton Group Realty; Councilman Mike Bryan; Mike Maynard, Weatherall's, Inc.; Richard Carleton, Mall at Barnes Crossing; Toby Hedges, Shelter Insurance; Jane Myers, Wiggles & Wags Pet Sitting; Waurene Heflin, Crye-Leike Realtors; Stewart Brevard, CDF; and Emily Addison, CDF. Swirlz is located at 209 Court Street in Tupelo and can be reached at 662.791.7822.

## SAVE THE DATE

Third Annual  
CDF Membership Golf Tournament  
Thursday, September 17, 2009  
Big Oaks Golf Club

Information on tournament play and sponsorship opportunities will be mailed to CDF members soon

*For more information, please contact Jennie Bradford Curlee at 662.842.4521*



## Interested in sponsoring one of the 2009-2010 First Friday Networking Programs?

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- Recognition from the podium as sponsor of the event
- Recognition on the invitation card sent to all members
- Opportunity to introduce your company's product or services as a part of the program

Your sponsorship provides you a \$1,200.00 value for only a \$500.00 cost.

*For more information or to sponsor a CDF First Friday program, please contact Barbara Smith at 662.842.4521 or [bsmith@cdfms.org](mailto:bsmith@cdfms.org).*

## TUPELO YOUNG PROFESSIONALS



The May Tupelo Young Professionals event was held at Central Segway of Mississippi, with wine compliments of La Vino. Pictured, Jim Karrant, owner, explains how to operate the Segway to Jeffrey Strunk.



TYPs Josh Mabus, Christina Womack, Toby Hedges, and Chris Womack enjoy the night's activities. For more information on the TYPs, please visit [www.typs.biz](http://www.typs.biz).



Community Development Foundation

Application for Membership

Please tell us about your organization

---

 Organization Name

---

 Mailing Address

---

 City, State, Zip Code

---

 Physical Address (if different)

---

 City, State, Zip Code

---

 Website

---

 Number of Employees

---

 Category (list located on the back of this application)

---

 Keywords (choose up to 10 words that describe your business)
 

---

Main Contact (will receive all chamber correspondence)

---

 Contact Name

---

 Title

---

 Phone

---

 Toll-free phone

---

 Fax

---

 E-mail address

Additional Contact

---

 Name

---

 Title

---

 E-mail

Areas of Interest (please circle your selections)

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Business Roundtable

Sponsorship Opportunities

Tupelo Young Professionals

Do we have your permission to use your photos in our chamber publication(s)?

\_\_Yes \_\_No

Signature and title of authorized person with your company \_\_\_\_\_

 My CDF membership check is enclosed \$ \_\_\_\_\_

 Please send me an invoice

 Please bill payment to: \_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

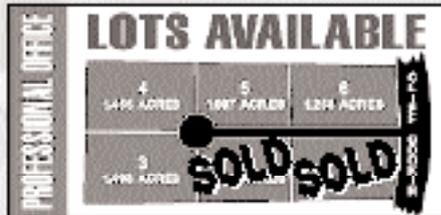
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# Researchers test unusual crops for Mississippi

■ **Plants of interest include ones used to make essential oils and pharmaceutical ingredients.**

By **Carlie Kollath**  
BUSINESS JOURNAL

VERONA – Imagine driving down the road in Northeast Mississippi and along with fields of soybeans and corn, you see acres of peppermint, spearmint, sunflowers, lavender and fennel.

Two Mississippi State University researchers hope to make that a reality. Valtcho Jeliaskov and Thomas Horgan are testing alternative cash crops for state farmers at the North Mississippi Research and Extension Center in Verona.

The long-term goal of the project is to “promote agricultural prosperity for Mississippi farmers and create opportunities for further economic development,” Jeliaskov said.

They’ve been working on the project for several years and already have had success growing many species not typically associated with Mississippi, includ-



JELIAZKOV

ing clary sage, American mayapple, spearmint, peppermint, hyssop and bell peppers. Jeliaskov said they have tested more than 50 different types of species.

Some of the crops they are testing have medicinal purposes, such as the American mayapple which has a component used in anti-cancer drugs. Other crops, such as lavender and oregano, are used for essential oils.

Sunflowers are another test crop that has potential because of its ability to be used to create biodiesel fuel. Certain varieties also have promise for making cooking oil.

The crops aren’t traditionally grown in the South, but Jeliaskov said his research proves that it can be done.

## The potential for mint

It’s good news for the coun-

try’s mint users, who include manufacturers of gum, toothpaste, herbal tea, candy, liqueur and essential oils.

Jeliaskov said MSU began testing Mississippi’s mint growing abilities after being approached by industry brokers looking for new sources.

Mint is grown primarily in cooler, moist climates from Washington to Michigan. Jeliaskov said northern farmers are able to harvest a full crop once a year and then a smaller half crop.

But in tests in Verona, Jeliaskov and Horgan have been able to harvest twice a year.

“We’ve been conducting experiments for three years and they clearly demonstrate that mint can be grown here,” Jeliaskov said. “What we were trying to understand is whether we have the right conditions and the answer is definitely yes.”

The keys, he said, are neutral soil, proper irrigation and sufficient fertilizer.

In addition to successful growth, the composition of the crop’s essential oil is compara-

ble to mint grown in the northwestern parts of the country. Jeliaskov has been collaborating to analyze the oil with Charles Cantrell’s lab at the National Center for Natural Products Research in Oxford.

## Mint’s infrastructure needs

Unlike many other crops, farmers don’t plant seeds for mint. Mint is propagated via roots (rhizomes) or above-ground rooted cuttings. And once the mint is planted, the perianth plant will spread out on its own, Jeliaskov said.

No Mississippi farmers have experimented with adding mint acres, but Jeliaskov said an Arkansas farmer just west of Memphis will plant 60 acres of mint this fall.

Jeliaskov said the lack of proper infrastructure is slowing down the growth of mint production in the South. Mint can be harvested with the same equipment used for hay, he said, but then it must be distilled to remove the oils.

Several options are available for distilling mint, including a

moveable tub that is pulled behind field equipment or a stationary distillery. Both would be new pieces of equipment to the majority of Mississippi growers.

The good news is that after the mint is distilled, the remaining “mint hay” is valuable for animals, Jeliaskov said.

“It’s like alfalfa,” he said.

Once the oil is extracted, the actual product - the essential oil - becomes a high value, low volume product. Jeliaskov said the small size benefits growers because they can store the oil in barrels for extended periods of time until the price is right for them.

On the flip side, Horgan said American grocery stores continue to prove the demand for fresh herbs. The herbs are sold as low-volume, high-value products which further creates opportunities for Mississippi farmers.

The fields are open to the public and Jeliaskov and Horgan said they are open to explain their research to interested farmers. They can be reached at (662) 566-2201.

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